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## **Health Insurance Innovations' President and CEO, Michael Kosloske, Selected as a Finalist for Ernst & Young Entrepreneur Of The Year(R) Award in Florida**

TAMPA, Fla., May 16, 2013 (GLOBE NEWSWIRE) -- Health Insurance Innovations, Inc. (Nasdaq:HIIQ), proudly announced today that its president and chief executive officer, Michael Kosloske, has been chosen as a finalist for the Ernst & Young Entrepreneur Of The Year 2013 Award in Florida. The award recognizes outstanding entrepreneurs who demonstrate excellence and extraordinary success in such areas as innovation, financial performance, and personal commitment to their businesses and communities.

Michael Kosloske is a third-generation insurance business owner, whose analysis of the underserved, underinsured, and uninsured market convinced him to found Health Insurance Innovations in 2008. By pioneering the "Quote, Buy, Print" model of online insurance transactions, by focusing strategy on key areas of the market, and by bringing together a senior management team of trusted colleagues, Mr. Kosloske relies on his entrepreneurial acumen to guide his business and people decisions. HII's organic growth into a successful public company, a leading developer and administrator of short-term medical plans, ancillary products, and lifestyle benefits, has been the result. For Mr. Kosloske, though, the real success has been in creating a business where everyone wins: the consumer, the business partners, and the employees.

"I am humbled and honored to be recognized by Ernst & Young as a finalist for this award," said Mr. Kosloske about his selection. "I want to thank my family for its unwavering support and Health Insurance Innovations' employees for their dedication. Our shared success results from the belief that when we work together, we achieve our goals. We took HII public this year with a seasoned team whose passion to succeed in our mission keeps the spirit of entrepreneurship alive and moving us forward."

The Ernst & Young Entrepreneur Of The Year Award finalists were selected from nearly 80 nominations by a panel of independent judges tasked with evaluating high-growth entrepreneurs who demonstrate excellence and extraordinary success in such areas as innovation, financial performance, and personal commitment to their businesses and communities. The award program is in its 27<sup>th</sup> year and recognizes business leaders in more than 140 cities across 50 countries. Award recipients will be announced at a special gala event on Thursday, June 13 at the Fontainebleau in Miami Beach.

### **About Ernst & Young's Entrepreneur Of The Year**

Ernst & Young's Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs. The unique award recognizes the significant contributions of entrepreneurs who inspire others with their vision, leadership and achievement.

### **About Ernst & Young**

Ernst & Young is a global leader in assurance, tax, transaction and advisory services. Worldwide, our 167,000 people are united by our shared values and an unwavering commitment to quality. We make a difference by helping our people, our clients and our wider communities achieve their potential. For more information, please visit [ey.com](http://ey.com).

### **About Health Insurance Innovations, Inc.**

Headquartered in Tampa, Florida, Health Insurance Innovations, Inc., is a leading developer and administrator of cloud-based, individual health insurance plans and ancillary products. We are an industry leader in the sale of 12-month short-term medical insurance plans, which provide an economical alternative to Individual Major Medical plans, while offering similar benefits. Our highly-scalable, proprietary, cloud-based technology platform allows for mass distribution of and online enrollment in our large and diverse portfolio of affordable health insurance offerings, providing customers immediate access to our products through our distribution partners - Anywhere, Anytime.

Additional information about HII can be found at [www.hiiquote.com](http://www.hiiquote.com). The reference to our website is not intended to incorporate our website into this press release.

CONTACT: Health Insurance Innovations, Inc.:

Michael Hershberger

Chief Financial Officer

(877) 376 5831 ext.313

[mhershberger@hiquote.com](mailto:mhershberger@hiquote.com)

Investor Contact:

Susan Noonan

S.A. Noonan Communications, LLC

(212) 966 3650

[susan@sanoonan.com](mailto:susan@sanoonan.com)

Media Contact:

Andreas Marathovouniotis

Russo Partners, LLC

(212) 845-4235

[andreas.marathis@russopartnersllc.com](mailto:andreas.marathis@russopartnersllc.com)



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